

# 8 REASONS WHY THE PICTURE WILL BE *Right!*



**ARGUS**  
**argoflex**  
MODEL R

COMPLETE WITH \$  
CARRYING STRAP **35**  
(All Leather Carrying Case \$5 Extra)

At Your Dealer's

SEE THE 6  
OTHER ARGUS MODELS  
*All American Made*

MODEL C-3—35 mm. . \$30  
with Synchronized Flash

MODEL C-2—35 mm. . \$25  
without Flash

MODEL A2F—35 mm. . \$15

MODEL A2 ..... \$12.50

MODEL A ..... \$10

MODEL M ..... \$7.50

**ACCURACY**—exactly as you see the scene—because of twin lens reflex design. Two fully corrected f:4.5 anastigmat lenses are matched to make view and print identical.

**SHARPNESS**—for fine enlargements—because the built-in magnifying glass assures accurate focusing.

**COMPOSITION** made easy because finder image is full size, the picture space square.

**ALBUM SIZE PRINTS** easily viewed without enlargement—not "too miniature."

**3D DIMENSIONAL EFFECTS** because of handy depth of focus scale visible within full view finder.

**BACK LIGHTED SUBJECTS** easily handled because of built-in lens shade, always in place when needed.

**SIMPLICITY**—easy to use because of Argoflex design—quick opening, no shutter cocking, no range finder—only two adjustments. Smooth automatic Varex Shutter (1/10 to 1/200; Time and Bulb).

**ECONOMICAL**—12 exposures 2 1/4" x 2 1/4" on standard Eastman 120 or 620, or Agfa B2 or PB20 film. Prints at low cost everywhere.

● Picture-satisfaction. That's the important thing when you're buying a camera. See the picture BEFORE you take it and avoid disappointment—that's the scientific "reflex" way... now made popular and practical by Argoflex with its identical twin lens system. The Argoflex is the year's camera buy in picture-satisfaction, a quality built into the whole family of Argus Cameras. See them at your dealer's.

# argus

SUBSIDIARY OF  
INTERNATIONAL  
INDUSTRIES  
INCORPORATED  
ANN ARBOR, MICH.